

James J Senecal

CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE

Venice, FL | (919) 946-4441 | james.senecal@icloud.com | linkedin.com/in/jamessenecal | james-senecal.com

EXECUTIVE PROFILE

Global Customer Success executive and builder with 15+ years of enterprise SaaS and customer-facing leadership experience across pre-Series B through \$300M ARR environments. Led a 105-person Customer Success and Renewals organization supporting 2,800+ customers and delivered measurable gains in gross retention, customer satisfaction, digital retention, engagement, and coverage efficiency. Combines post-sale strategy, renewals, technical pre-sales, organizational design, M&A integration, and change leadership to translate customer outcomes into durable revenue.

CORE EXPERTISE

Customer Success Strategy | Retention, Renewals, GRR & NRR | Customer Lifecycle, Onboarding & Adoption | Expansion & Value Realization | Customer Health Scoring | Account Segmentation | Digital Customer Success | Voice of Customer, NPS & Advocacy | QBRs/EBRs & Executive Escalations | Renewal Forecasting | Customer Success Operations | Organizational Design & Coaching | M&A Integration & Change Management | SaaS | Salesforce | Gainsight | ServiceNow | SAP | Linux

PROFESSIONAL EXPERIENCE

AUTOMATEPRO, LTD. | Venice, FL

Vice President, Customer Success | Oct 2025-Present

Built and now lead the global Customer Success organization for a pre-Series B ServiceNow test-automation SaaS provider, accountable for the management and renewal of approximately \$10M ARR.

- Retained \$7.9M in recurring revenue while achieving 86% GRR and generating \$2.1M in expansion opportunities.
- Recovered \$3.6M in at-risk ARR through executive intervention and structured account-recovery plans.
- Improved renewal forecast accuracy from 45% to 82% by implementing standardized health scoring and risk governance.
- Introduced AI-assisted account intelligence and reporting, reducing CSM preparation time by 35% and expanding proactive customer coverage by 27%.
- Presented customer health, retention exposure, and growth forecasts to executive leadership, informing resource and investment decisions.
- Built the global Customer Success operating model across onboarding, adoption, risk, renewals, and expansion, and recruited CSMs across the Americas, EMEA, and APAC.

JS CONSULTING SERVICES, LLC | Venice, FL

Founder & Principal Consultant | Oct 2023-Oct 2025

Advised enterprise and technology clients on Customer Success, Sales Support, retention, organizational design, process optimization, change management, and enterprise test automation.

- Coached senior and executive leaders on business strategy, performance management, team development, operating cadence, and change leadership.
- Assessed Customer Success and Sales Support organizations and delivered operating-model, segmentation, retention, and process-improvement roadmaps.
- Aligned enterprise testing, test automation, test management, and business-process validation programs with customer outcomes and business value.

TRICENTIS | Atlanta, GA | Nov 2015-May 2023

Vice President, Customer Success | Mar 2021-May 2023

Led a global organization of 105 CSMs, renewal professionals, leaders, and contractors accountable for the management and renewal of \$300M ARR across 2,800+ SaaS and perpetual customers.

- Increased Gross Retention Rate by 380 basis points and overall Customer Satisfaction by 16% within nine months through disciplined portfolio management and operating cadence.
- Created a Digital Engagement organization that increased annual retention by 18% in lower-ARR accounts and expanded scalable customer coverage.
- Designed dynamic account segmentation that reduced churn by 20% and increased customer engagement by 30%.
- Launched the corporate NPS program and revised customer health scoring, improving enterprise-segment Customer Satisfaction by 35%.
- Restructured regional teams and advanced reporting, increasing coverage efficiency by 20% and enabling 10% customer-base growth.
- Aligned Customer Success teams through merger integration and organizational change, standardizing roles, processes, governance, and engagement while preserving customer continuity.
- Redesigned roles, training, and compensation with HR, increasing job satisfaction by 15%; delivered 3% annual Customer Success budget savings.

TRICENTIS - CONTINUED

Vice President, Sales Support | Nov 2016-Mar 2021

Led the Americas technical pre-sales organization of Solution Architects, Partner Solution Architects, and Pilot Engineers, with financial and resource responsibility for an operating budget up to \$18M.

- Influenced 24 consecutive quarters of significant sales growth and built a diverse, high-performing organization through strategic recruiting and leadership development.
- Established proof-of-concept rules of engagement, success criteria, scoping, and implementation scenarios, reducing the sales cycle by two weeks.
- Partnered with Product Management and HR on roadmap priorities, talent, training, mentoring, performance systems, and compensation.
- Delivered global keynotes and executive presentations that generated three corporate partnerships; received the 2020 Executive Leadership Award and 2017 Annual Sales Award.

Solution Architect | Nov 2015-Nov 2016

- Directed technical pre-sales architecture across automated, manual, exploratory, API, and service-virtualization solutions, shortening the sales cycle by 10%.
- Contributed to 130% regional quota attainment and built reusable Azure, AWS, and VMware demo and enablement environments.

WORKSOFT | Addison, TX

Senior Solution Architect | Nov 2013-Nov 2015

- Orchestrated pre-sales solution design for automation, business-process discovery, and data validation, helping customers reduce manual testing time by an average of 40%.
- Contributed to six consecutive quarters of growth exceeding \$31M in annual sales; led demonstrations, education, and proofs of concept across commercial and federal accounts.

EARLIER LEADERSHIP & TECHNICAL EXPERIENCE

Enterprise Engineer & Architect, ExaGrid Systems | 2012-2013

Senior Solution Architect, Vision Solutions | 2003-2012

Information Technology Manager, Newmeyer & Dillion, LLP | 2001-2003

Senior Network Engineer, Pacific Life Insurance | 1995-2001

EDUCATION & EXECUTIVE DEVELOPMENT

Bachelor of Science in Criminal Justice, Chapman University

GenAI Essentials, O'Reilly | ServiceNow Zurich Fundamentals | Prosci ADKAR Change Management for Leaders | DDI

Executive Development & Leadership Coaching | Force Management: Command of the Message, Solution Selling & MEDDPICC | Tricentis Certified Professional

CERTIFICATIONS

Microsoft Certified Systems Engineer (MCSE) and Microsoft Certified Professional (MCP) | Check Point Certified Security Administrator (CCSA) and Certified Security Engineer (CCSE)

LANGUAGES

English - Native | German - Conversational

MILITARY SERVICE

Sergeant, United States Marine Corps, United States Air Force & California Air National Guard | 1985-1998 | Decorated veteran; honorably discharged; former Top Secret clearance (inactive).

COMMUNITY LEADERSHIP

Technology Advisor | St. Catherine of Siena Church & School | Nov 2013-Sep 2021

Advised parish and school leadership on technology operations, solution evaluation, and technology-enabled improvements.